

FLORIDA DEPARTMENT OF HIGHWAY SAFETY  
AND MOTOR VEHICLES

**OFFICE OF COMMUNICATIONS**

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# 2016 ANNUAL REPORT

# COMMUNICATIONS OFFICE

FLORIDA DEPARTMENT OF HIGHWAY SAFETY AND MOTOR VEHICLES

## GOALS

The Office of Communications serves the Florida Department of Highway Safety and Motor Vehicles (DHSMV) to:

- Positively shift the perception of the DHSMV among Floridians and stakeholders and raise the profile of the department as the authority in highway safety.
- Increase awareness regarding safe driving habits on Florida highways and agency processes.
- Build collaborative relationships with members of the media and increase the internal awareness of media relations, public records and consumer relations.
- Engage, inform, motivate and excite the DHSMV members.
- Define and enhance the DHSMV brand.

## OBJECTIVES

- Throughout the year, educate and inform Floridians and stakeholders regarding policies and processes at the DHSMV to improve the baseline perception rating collected in the stakeholder survey, produce shareable content and programs for customers and stakeholders and enhance interaction with customers.
- Develop and implement at least 10 A-level safety campaigns with full external and internal communications plans and at least 12 B-level safety campaigns with smaller, strategic communications plans and participation with measurable results.
- Garner at least 30 positive news stories or editorials from department educational campaigns.
- Draft and execute department-wide social media, news media and public records policies for the DHSMV and develop a strategy for implementing the policies.
- Assist the Executive Director by promoting the department motto and coordinating, maintaining and evaluating internal initiatives to build rapport among employees, thereby increasing the positive results of the department's internal climate survey.
- Collaborate with each division to create consistency across internal and external websites and all department-disseminated collateral.

## DIRECTOR'S MESSAGE

Effectively communicating the mission and services of the DHSMV has a direct impact on Florida's almost 20 million residents and more than 110 million annual visitors. From the first-time driver to new vessel owner, the Office of Communications strategically disseminates statewide messaging to create *A Safer Florida* by promoting safe driving behavior, providing useful tools to enhance consumer protection and informing customers of critical public services.

In 2016, the DHSMV reached more people than ever before, and I am extremely proud of the team behind the accomplishments within this report. To excite and educate our audience, the Office of Communications brought the state's highway safety and security to life through an integrated marketing communications approach, the DHSMV data and program area expertise. As the DHSMV's customer base broadens, the Office of Communications will continue to look for new and improved ways of reaching our customers where they are. This is an exciting challenge, and I am eager to achieve even more in 2017.



– Beth Frady, Communications Director

# DHSMV OUTREACH

## OFFICE OF COMMUNICATIONS

### CONSUMER INITIATIVES

The Office of Communications proactively conducted consumer outreach and engaged customers through consumer education initiatives. In 2016, seven consumer education initiatives were promoted through earned media, social media, community outreach and internal communication.

INITIATIVE		REACH
Official Florida Driver License Handbook	Engaged new and existing Florida motorists to download and study the official Florida Driver License Handbook.	26+ Million
Red Light Camera Scam	Provided a consumer advisory statewide alerting customers to a red light camera citation scam.	17,995,763
ECI	Encouraged Florida motorists to add ECI to their driver license or identification card (ID) in case of an emergency situation.	6,461,165
Takata Airbag Recalls	Encouraged consumers to act upon Takata airbag recalls.	4,761,226
Driving in Inclement Weather	Provided timely messaging to educate and encourage safe driving practices during inclement weather.	214,738
Tire Safety	Reminded drivers to check tire pressure and wear and tear before getting on the road, especially during hot weather months.	35,825
Flooded Vehicles	Provided consumer tips to identify and avoid purchasing flood damaged vehicles.	16,353

### EMERGENCY CONTACT INFORMATION REGISTRATION

In conjunction with the 10-year anniversary of the Emergency Contact Information (ECI) program, the Office of Communications launched a comprehensive campaign to encourage driver license and ID card holders to register or update their ECI. Using a press release at the start of hurricane season, earned and social media, customers were frequently reminded to register or update ECI. Over the course of the campaign, 806,770 people registered their ECI.

### PARTNERSHIPS

To disseminate information and reach expanded audiences, the Office of Communications leveraged partnerships with state agencies, tax collectors, safety coalitions and other law enforcement agencies. These efforts included working with the Motor Vehicle Network to provide messaging to customers in offices statewide, offering localized media kits for safety campaigns and sharing important consumer information. Working with the Tax Collector Communications Coalition, the office also updated portions of the FLHSMV.gov website and collateral to help answer frequently asked customer questions.

### EOG / CABINET REPORTS

Reports for the Executive Office of the Governor act as a department status update for the Governor and Cabinet and were compiled weekly by the Office of Communications. These reports included DHSMV news and accomplishments as well as member recognition from the FHP, Motorist Services, Administrative Services and Information System Administration (ISA) divisions of the DHSMV.

### DHSMV CONNECTIONS NEWSLETTER

The Office of Communications introduced and began publishing a bimonthly agency-wide newsletter entitled *DHSMV Connections: Agency Accomplishments & Kudos*. To provide information regarding DHSMV initiatives and priorities, newsletters included content from all divisions within the DHSMV as well as messages from the Executive Director, FHP Colonel and members of the Executive Leadership Team.

### WEBSITE UPDATES

In today's digital age, customers are looking to the web for more than just general information. With this in mind, the Office of Communications worked with subject matter experts across the DHSMV to collaborate and organize content on the department website in the best way possible for customers. As part of the 2014 rebranding, the DHSMV launched a redesigned home page of the department website and has been working internally to continue to review and update content, so customers can find the information they need more quickly and efficiently.

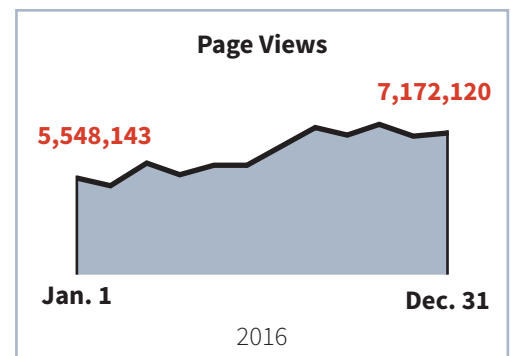
**DHSMV went live with over 1,694 pages in 2014** in the rebranded WordPress environment.

At the **end of 2016**, an **additional 744 pages were updated** out of the more than **9,400 total pages** within the department's website.

### ANALYTICS

The WordPress environment allows the Office of Communications to acquire more accurate analytics regarding who is visiting FLHSMV.gov, which pages they are visiting and how they are using the website in general. These analytics provide the ability to know where to direct resources and aid in identifying pertinent information for DHSMV-led campaigns.

Top Ten Website Pages	1	Current Traffic Incidents	6	Forms
	2	Motor Vehicle & Vessel Registrations, Tags and Titles	7	Fees
	3	Locations	8	Handbooks & Manuals
	4	Driver License, ID Cards & Driving Related Information	9	License Plates & Registration
	5	Contact Us	10	About FHP



### REQUESTS FOR SERVICE

The Office of Communications routinely provides assistance to DHSMV program areas related to the website, graphics and social media. In 2016, a Request for Service form was implemented in SharePoint to track various project requests being processed each day.

Total requests for service: **1,334**

Percentage of requests for website updates: **~52%**

Average time to complete website update requests: **less than one business day**

# DHSMV SAFETY CAMPAIGNS

## OFFICE OF COMMUNICATIONS

Safety campaigns were data-driven, using the previous years' crash and citation data to make decisions regarding campaign funds, advertising methods, target markets and overall campaign strategy.

In 2016, the DHSMV Office of Communications published a strategic, year-long campaign calendar with assorted A, B and C-level campaigns as well as FHP enforcement campaigns. Throughout the year, the DHSMV conducted 11 statewide A-level campaigns and partnered with over 15 different state agencies and organizations to further disseminate safety messaging with full media kits. The FHP also conducted enforcement campaigns throughout the year targeting risky driving behaviors in connection with the current safety campaign.

Following each campaign, the Office of Communications provided an evaluation report to calculate earned, paid and social media outreach to measure the effectiveness of the A-level campaigns.

### EARNED MEDIA

#### 71.3 Million Impressions

through publication of press releases, stories, OpEds and other earned media like the Motor Vehicle Network.

#### Executive Director Terry L. Rhodes

published **three OpEds** in 2016 to address driving safety.

### PAID MEDIA

#### 114 Million Impressions

through digital ads, print advertising, billboards and radio advertising.

#### 272 Impressions Per Dollar

on average. Paid media was selected based on demographics, data and driving behavior addressed in each campaign.

### SOCIAL MEDIA

#### 2.99 Million Impressions

through department social media organic posts, promoted posts and social media advertising.

#### Social Media Audiences Grew

an average of **60%** over the year.

### WEBSITE ANALYTICS

#### 18,654 Page Views

on average for each campaign.

#### 6,816% Increase in Webpage Views

from 2015. Each campaign webpage included a comprehensive online media kit with localized data, educational driving material, sample social media posts for partners and campaign graphics.

### CAMPAIGN PARTNERS

Florida Tax Collectors, Florida Department of Transportation, Florida Department of Health, Florida Department of Business and Professional Regulation, Florida Department of Education, Florida Department of Children and Families, VISIT Florida, AAA - The Auto Club Group, Florida Sheriffs Association, Florida Police Chiefs Association, Florida Restaurant and Lodging Association, Students Against Destructive Decisions, Florida Chapter of the American Academy of Pediatrics, Florida Trucking Association and the Florida Teen Safe Driving Coalition.



included partnerships, media events, press releases, printed materials and possible budget expenditures for additional advertising









included social media content, graphics, marketing material and possible partnerships and press releases



statewide enforcement by all FHP Troops in coordination with statewide safety campaigns

## 2016 CAMPAIGN CALENDAR

	A-LEVEL	B/C-LEVEL	FHP ENFORCEMENT
<b>JANUARY</b> 	Move Over Awareness Month	Human Trafficking Awareness Month First Responder Appreciation Week	MOVE OVER
<b>FEBRUARY</b>	Hit & Run Awareness Week		AGGRESSIVE DRIVING
<b>MARCH</b>	Spring Break Safety Week	Bike Week/Florida Bicycle Month St. Patrick's Day	SEATBELT
<b>APRIL</b> 	Distracted Driving Awareness Month	Work Zone Awareness Week	SPEED
<b>MAY</b> 	Share the Road	Cinco de Mayo Tire Safety Week	DUI/SEATBELT
<b>JUNE</b>	Summer Travel Safety	Start of Hurricane Season Train Safety Week	
<b>JULY</b> 	Wrong Way Driving Awareness Month	Heatstroke Prevention Day First Responder Appreciation Week	DUI
<b>AUGUST</b> 	Child Safety Awareness Month	Back to School Safety Week	DISTRACTED DRIVING
<b>SEPTEMBER</b>	Drowsy Driving Awareness Month	Child Passenger Safety Week Seat Check Saturday	SEATBELT
<b>OCTOBER</b>	Teen Driver Safety Week	Operation Safe Driver (CVE) Halloween Safety	SPEED & AGGRESSIVE DRIVING
<b>NOVEMBER-DECEMBER</b> 	Holiday Travel Safety	Drunk & Drugged Driving Prevention Thanksgiving Safety New Year's Safety	DUI/SEATBELT

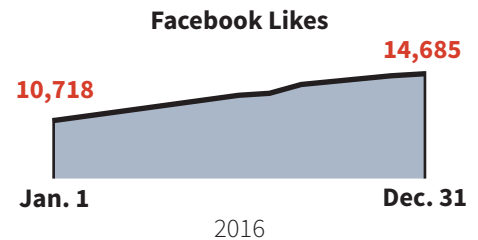
# SOCIAL MEDIA

OFFICE OF COMMUNICATIONS

## FACEBOOK

@FLHSMV

@FLHSMV made **638 posts** to Facebook and made a total of **5,702,334 impressions**.

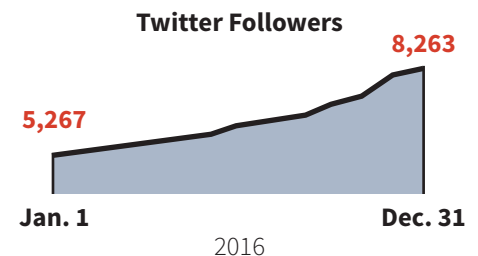


## TWITTER

@FLHSMV

@FHPOrlando  
@FHPJacksonville  
@FHPTroopA  
@FHPTrooper\_SWFL

@FLHSMV made **876 tweets**, garnered a total of **1,920,584 impressions** and made **26,950 engagements**.



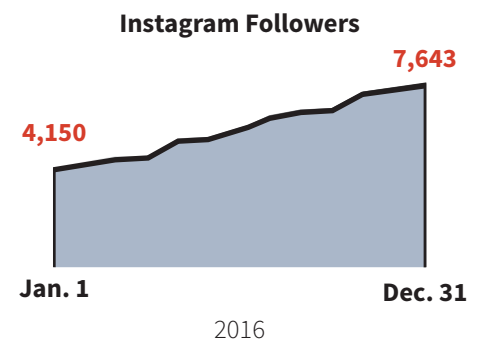
## INSTAGRAM

@FLHSMV

@FHPOrlando  
@FHPJax  
@FHP\_Recruiting

@FLHSMV made **280 posts** to Instagram with a total of **16,510 likes** and **232 comments**.

In September 2016, @FLHSMV transitioned from a personal account to a business account. From September to December, the department's Instagram made **227,893 impressions**.



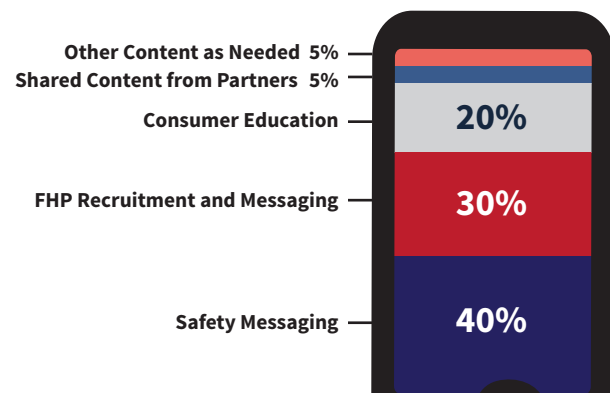
## DIRECT MESSAGES

The Office of Communications responded to 304 Facebook and 89 Twitter direct messages in 2016, assisting customers with safety-related questions and providing appropriate DHSMV resources. By the end of the year, the DHSMV had a 100 percent response rate on Facebook.

## SOCIAL MEDIA

The DHSMV maintains a social media presence to share important safety and education messages with customers across the state. The Office of Communications manages or oversees all DHSMV social media platforms and content with the goal of engaging DHSMV audiences in the pursuit of *A Safer Florida*. The office continues to evaluate new ways to engage existing audiences and garner a broader audience.

Social media content will vary by program area, but should adhere to policy and should strive to reach this balance on a monthly basis.





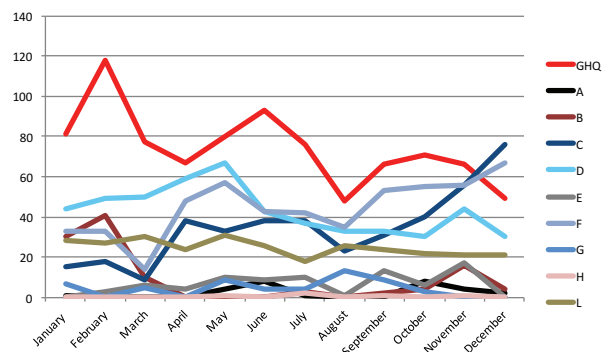
# MEDIA RELATIONS

## OFFICE OF COMMUNICATIONS

### MEDIA CALLS

The Office of Communications and FHP Public Affairs Officers (PAOs) are responsible for corresponding with the media. In 2016, a new media calls tracking system was implemented and 3,032 media calls were logged. Media calls most frequently came from Orange, Leon and Lee counties and the news outlets that contacted the DHSMV the most included the Tampa Bay Times newspaper, WINK and WFTV TV stations.

2016 Media Calls



### PRESS RELEASES

The Office of Communications and FHP PAOs regularly sent out press releases to alert the media of DHSMV news and promote various campaigns or initiatives. In total, the Office of Communications sent 48 statewide traditional press releases, media advisories and consumer advisories from its headquarters, and more than 2,700 press releases regarding crashes and road conditions were distributed locally.

#### 2016 Press Releases

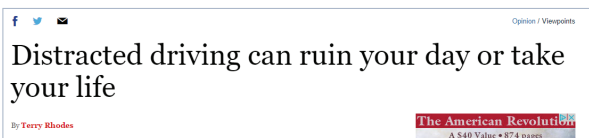


### OPEDS

Executive Director Terry L. Rhodes published three opinion editorials for the Move Over and Distracted Driving safety campaigns.

Injured trooper a reminder why drivers must move over: My Word

By Terry L. Rhodes



Commentary: Failing to 'Move Over' puts first responders at risk

By Terry L. Rhodes

### DAILY CLIPS



Office of Communications members stayed up-to-date on trending stories and topics throughout the state and compiled daily news clips. These clips were distributed to the DHSMV senior leadership and were accessible to all employees. In 2016, the clips were rebranded to be consistent with DHSMV's branding and for ease of use.

### MEDIA RELATIONS

The DHSMV cooperates fully and impartially with news media representatives and citizens in their efforts to gather factual, public information pertaining to activities of the department.

Authorized Office of Communications members work with executive leadership in each DHSMV division to provide timely and accurate information to news personnel. This assistance is provided via press releases, media kits and media call responses during business hours and on an on-call basis.

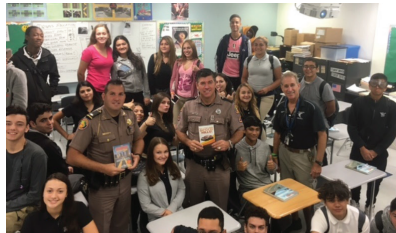


# FLORIDA HIGHWAY PATROL

OFFICE OF COMMUNICATIONS

## FHP PUBLIC AFFAIRS OFFICER EVENTS

FHP has Public Affairs Officers (PAOs) stationed in each troop who serve as media and community relations liaisons. PAOs have a great impact on the public perception of the FHP and routinely emphasize efforts of troopers in the field. PAOs ensure that the DHSMV's message is consistent across the state. In addition to responding to media inquiries, PAOs also serve as the DHSMV's local outreach coordinators for citizens, businesses and organizations. Providing safe driving messages to all ages, PAOs work with elementary schools, middle schools, high schools and colleges. They also coordinate events with post offices, bus drivers and businesses with fleets as well as, and conduct outreach to parents regarding the use of proper child restraints and aging drivers.



In 2016, FHP PAOs participated in **267 events**, reaching approximately **441,992 people** statewide.

## OUTSTANDING EFFORTS

**FHP Car Seat Certification** – In 2016, FHP began the process of ensuring that multiple members of each troop were car seat certified. In conjunction with the DHSMV's Child Safety Awareness Month campaign, FHP PAOs began coordinating monthly car seat check events at local troop stations. These events were available to all citizens and FHP's certified car seat safety technicians ensured car seats were properly installed.

**Stuff the Charger** – As a charitable community outreach effort for the Thanksgiving holiday, FHP PAOs coordinated DHSMV's third annual statewide food drive, "Stuff the Charger." The effort generated more than 39 tons of donated food items for local food banks to be distributed to needy Florida families. This record-breaking total almost quadrupled the amount of food collected in the two previous years combined.

**Toys for Tots** – PAOs participated in local "Toys for Tots" drives to make a difference during the holiday season for families in need. The troops that participated were troops A, C, F and the Academy staff members. Members of Troop F also collaborated and brought Christmas gifts to a family in Immokalee whose six-year-old family member was killed earlier in the year in a traffic crash.

## FHP RECRUITMENT EFFORTS

The DHSMV Office of Communications, in conjunction with FHP leadership and the FHP Training Academy, launched a statewide FHP recruitment campaign. The campaign included advertisements in major Florida international airports, digital ads, updated recruitment collateral and promoted posts on social media. FHP conducted fifteen recruitment fairs statewide attracting 239 potential applicants and event information was posted on the DHSMV website and shared on DHSMV's social media.



# BUDGET (2016)

## OFFICE OF COMMUNICATIONS

### SAFETY CAMPAIGNS

**\$603,132**

A-level campaigns were conducted and safety messaging was disseminated statewide using data-driven analytics targeting the most dangerous driving behaviors. With the goal of changing driving behavior, paid media, including billboards, radio, digital advertising and social media, was incorporated.

### FHP RECRUITMENT

**\$248,951**

A statewide recruitment campaign was initiated to market the FHP in Troops A, D and F, which included advertising specifically targeted to veterans. The DHSMV also updated recruitment collateral and purchased ads in five Florida international airports and digital ads that promoted BeATrooper.com.

### DRIVER LICENSE HANDBOOK

**\$226,629**

To promote the newly released official *Florida Driver License Handbook*, the DHSMV launched a statewide marketing campaign. Digital advertising in major media markets was purchased to encourage drivers to download the handbook and to study and pass the driver exam.

### GRANT FUNDING

**\$46,490\***

Funds were expended in accordance with a Motor Carrier Safety and Protection (MCSAP) grant received through the Florida Department of Transportation and the National Highway and Traffic Safety Administration. Grant funds were used to purchase billboards and radio advertising promoting safety around commercial vehicles.

### CONTRACTS

**\$4,192**

The Office of Communications used a news clipping service and a social media archiving service to enhance the office's goals and comply with public records requirements.

### SOCIAL MEDIA

**\$2,312**

To promote DHSMV safety campaigns and market the official *Florida Driver License Handbook*, social media ads and promoted posts were purchased on the department's official Facebook, Twitter and Instagram accounts.

Safety  
Campaigns

**53.29%**

FHP  
Recruitment

**22.00%**

Driver License  
Handbook

**20.03%**

**0.37%**  
Contracts

**0.20%**  
Social Media

**4.11%**  
Grant Funding

The department publishes the evaluation of all expended campaign and grant funding through respective campaign evaluation reports.

\*Partial total as federal fiscal year is different from state fiscal year.

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